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for Lawyers

What you Need to Know Now



Nathan Aaron Rosen

October 17, 2018

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The information and perspectives are provided for educational purposes only and are not intended to provide legal advice on any issue that may arise during this course of instruction. Nothing said should be considered to be legal advice, and views are presented without any representation or warranty whatsoever, including as to the accuracy or completeness of the information. No one should, or is entitled to, rely in any manner on any of the information as legal advice. Parties seeking advice should consult with legal counsel familiar with their particular circumstances.

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Top 6 LinkedIn Tips

1. **Create** a compelling profile
2. **Customize** settings
3. **Connect** to people you know
4. **Contribute** information
5. **Congratulate** other people's successes
6. **Commit** to daily progress

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Create a compelling profile



Visual
images



Chronicle your
accomplishments



Personalize
your URL



Speak in
1st person

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Create a compelling profile

Nathan Rosen
Knowledge manager, information researcher, speaker, writer, & trainer
Herrick, Feinstein LLP • Columbia University in the City of New York
Greater New York City Area • 500+ &

- ★ Knowledge manager possessing extensive expertise in researching, organizing & distributing internal & external information.
- ★ Managed a virtual & print library, continuing education training programs & Intranet.
- ★ Lifelong teacher & trainer.
- ★ Continuous searcher for wisdom & knowledge.
- ★ Sole librarian to be recognized as a top innovator by Inside Counsel magazine.
- ★ Identified as Top Researcher on Wall Street in book on Super Searchers of Wall Street.

Specialties:

- ✓ Locating internal & external knowledge
- ✓ Organizing information into useable actionable items
- ✓ Managing knowledge assets
- ✓ Structuring & running training & education programs
- ✓ Organizing an Intranet site for maximum useability
- ✓ Speaking and training

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Create a compelling profile

Key Career Achievements:

- Herrick, Feinstein LLP - Contributed to the development of an Accounting Policy & Procedure Handbook while continually improving processes in the department through streamlining and automation.
- Cosmetics Plus - Introduced a series of process improvements that captured substantial gains in efficiency, productivity, and operational effectiveness; led the automation of accounting processes and designed the retail inventory system.
- Pricecellular Corporation - Worked with divisional controllers to review and analyze operational results on a monthly basis; responsible for internal and external financial reports.
- Highly focused, motivated and experienced hands-on leader, with demonstrated achievements contributing to superior corporate performance through expert alignment of financial initiatives and operational goals with corporate objectives; recognized as an observant and diligent professional capable of identifying and resolving discrepancies.
- Consistent track record of significant achievements in finance, operations management, and process improvements with collaborative relationships with multiple departments.
- Energetic decision-maker and problem-solver focused on developing effective financial solutions and driving enterprise execution and accountability for results while ensuring the continuous delivery of enhanced profitability.
- Synthesizes, reviews, and analyzes complex data, contributing insight to enhance the executive decision-making process.

Core Skills & Competencies:

- Corporate Financial Leadership
- Financial Planning & Analysis
- Enterprise-Wide Operations
- Budget Development
- Financial Risk Management
- Advisor to Leadership
- Expense Control
- Reporting and Forecasting
- Process Improvements
- Internal Controls
- Attention to Detail
- Team Leadership
- Revenue Growth
- Profitability Improvement
- Problem Solver

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Create a compelling profile

He has helped impact the law in New York relating to fiduciary duties, public procurement, real estate, separation of Church and State and Hate Crimes by winning cases in the New York Court of Appeals, the Appellate Divisions of the New York State Supreme Court and federal and state trial courts and by helping lead the Anti-Defamation League's lobbying effort to enact Hate Crimes legislation in New York. For approximately 30 years, he has served on the Board of Editors of the New York Law Journal and has authored its weekly "Realty Law Digest" column.

His practice areas include general commercial litigation (breach of contract, real estate, securities, fiduciary duties, partnerships, lender liabilities, anti-trust), appellate practice, alternative dispute resolution (ADR), governmental relations and government investigations.

Scott advises major corporations, business executives, real estate owners and developers, commercial and retail tenants, investors and lending institutions. He has advised several government agencies, public officials and families of public officials.

He has lectured before judges and court attorneys at continuing legal education programs sponsored by the New York State Office of Court Administration and the Appellate Terms for the 1st and 2nd Judicial Departments. He has also lectured for the New York Federal Bar Council, the Practising Law Institute, the Association of the Bar of the City of New York, New York County Lawyers Association, Brooklyn Bar Association, the Suffolk County Bar Association and the New York Guard; and has served as an Adjunct Professor at St. John's University School of Law where he taught Alternate Dispute Resolution. Scott has served as a Vice-Chairperson of the New York Regional Board and served on the Executive Committee of the Lawyer's Division of the Anti-Defamation League.

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Part of Summary Background

Contact and Personal Info



Your Profile

[linkedin.com/in/nathanrosen](https://www.linkedin.com/in/nathanrosen)



Website

plus.google.com/+NathanRosenNY
(Personal Website)



Twitter

[nathanrosen](#)



IM

[nathanrosen \(Skype\)](#)

Personal URL

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WARNING - areas of possible problems

- Do you need to add “attorney advertising notice” in the Summary section?
- What type of notice is sufficient?



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LinkedIn profile constitutes attorney advertising if:



1. It is a communication made by or on behalf of the lawyer;
2. The primary purpose of the LinkedIn content is to attract new clients to retain the lawyer for pecuniary gain;
3. The LinkedIn content relates to the legal services offered by the lawyer;
4. The LinkedIn content is intended to be viewed by potential new clients;
5. The LinkedIn content does not fall within any recognized exception to the definition of attorney advertising.

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If LinkedIn profile meets the definition of attorney advertising, then must comply:



1. Label the LinkedIn content "Attorney Advertising";



2. Include name, principal law office address and telephone number of the lawyer;



3. Pre-approve any content posted on LinkedIn;



4. Preserve a copy for at least one year;



5. Refrain from false, deceptive or misleading statements.

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References

- ▶ Profile considered attorney advertising if meet all of five criteria - New York City Bar Committee on Professional Ethics Opinion 2015-7 (Dec 2015).
- ▶ Lists information expressly permitted - New York City Bar Committee on Professional Ethics Opinion 2015-7 (Dec 2015)
- ▶ Should include appropriate disclaimer under Rule 7.1 if include description of areas of practice or certain skills or endorsements as might be considered "Attorney Advertising" and "Prior results do not guarantee a similar outcome" - New York County Lawyers Association 2015 Opinion 748. See also DC Bar Ethics Opinion 370: Social Media I: Marketing and Personal Use (Nov 2016).
- ▶ Avoid identifying yourself as specialist unless certified.
- ▶ Do not disclose any confidential client info, do not identify clients as clients without express permission, and not provide any specific legal advice.
- ▶ Remember that communications do not stop at state boundaries and may be subject to regulation in other jurisdictions. DC Bar Ethics Opinion 370: Social Media I: Marketing and Personal Use (Nov 2016).
- ▶ Disclaimer should be used if profile includes statements likely to create expectations about results, statements comparing services with other, testimonials or endorsements of clients, or statements describing quality of services. "Prior results do not guarantee a similar outcome."

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Sample Language

[ATTORNEY ADVERTISING. Prior results do not guaranty a similar outcome.]

The information contained in this LinkedIn profile is for informational purposes only and does not constitute legal advice. Transmission and/or receipt of these materials do not constitute an attorney-client relationship between the sender and receiver. This LinkedIn profile may be considered attorney advertising under the rules of some states. Prior results are based on the merits of the case and do not guarantee a similar outcome. ATTORNEY ADVERTISING.

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Professional Memberships

- 
Co-Chair IP Affinity Group
 Forham Law School
 2017 – 2018 • 1 yr
 NYC

- 
NY Chapter Co-Chair
 The Copyright Society of the USA
 2017 – 2018 • 1 yr

- 
Member, Former Chair
 NYC Bar Copyright & Literary Property Committee
 2009 – 2018 • 9 yrs

 Former Chair, 2010 - 2013

- 
Member (Bulletin Committee)
 International Trademark Association (INTA)
 2004 – 2018 • 14 yrs

[illegible]

www.linkedin-makeover.com/linkedin-headline-generator/



Manager of Professional Development and Recruitment

Herrick, Feinstein LP
 Jun 2017 – Present • 1 yr 2 mos
 New York, New York

Manage planning, coordination, administration, and implementation of all Professional Development programs and oversee attorney legal recruitment. Responsible for ensuring Firm policies are current and drafting new policies as needed. Coordinate and/or recommend practice group focused training programs; create and run First Year Associate orientation program. Administer and work closely with department chairs on counsel and associate review and compensation processes. Primary responsibility for staffing assignments for the litigation department. Manage lateral attorney recruiting. Perform exit interviews with all departing associates and counsel. Work with committee co-chairs to run the Diversity, Mentoring and Pro Bono Committees and their underlying programs and training. Serve as an advisor for associates. Manage human resources coordinator to coordinate the Firm's CLE programs and ensure compliance with all CLE requirements for internal programs. Complete and/or take an active role in completing RFPs for Firm Surveys, and Firm Insurance applications. Take active role in several Firm committees (e.g., Hiring, Best Practices, Associate Life) to work on initiatives, analysis, strategies, and administrative matters. Maintain an understanding of available products and programs; services and tools, processes and procedures, and best practices. Establish and manage Professional Development budget and expenses.



Manager of Professional Development

Herrick, Feinstein LP
 Jul 2008 – Present • 10 yrs 1 mo

Manage planning, coordination, administration, and implementation of all Professional Development programs. Responsible for ensuring Firm policies are current and drafting new policies as needed. Coordinate and/or recommend practice group focused training programs; create and run First Year Associate orientation program. Administer and work closely with department chairs on counsel and associate review and compensation processes. Primary responsibility for staffing assignments for the litigation department. Perform exit interviews with all departing associates and counsel. Work with committee co-chairs to run the Diversity, Mentoring, and Pro Bono Committees and their underlying programs and training. Serve as an advisor for associates. Manage human resources coordinator to coordinate the Firm's CLE programs and ensure compliance with all CLE requirements for internal programs. Complete and/or take an active role in completing RFPs for Firm Surveys, and Firm Insurance applications. Take active role in several Firm committees (e.g., Hiring, Best Practices, Associate Life) to work on initiatives, analysis, strategies, and administrative matters. Maintain an understanding of available products and programs; services and tools, processes and procedures, and best practices. Establish and manage Professional Development budget and expenses.

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Example

Education



Columbia University in the City of New York
M.S. Library Services
1963 – 1964
Activities and Societies: Beta Phi Mu - Library Honor Society

Media (1)



Columbia University Butler Library



University of Missouri-Kansas City School of Law
JD, Law
1977 – 1979
Activities and Societies: Top Oralist in the Ellison Moot Court Competition & member of the U.M.K.C. Moot Court Team. Law School newspaper writer & editor. Phi Alpha Delta

Media (1)



UMKC School of Law



University of Missouri-Kansas City
BA, Psychology
1973 – 1977
Activities and Societies: "University Scholar" Dean of Students Honoree & Psychology Department Monoree "Phi Kappa Phi - National College Scholastic Honor Society" Debate Squad & national traveling squad

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Example

62 Projects

Do You Really Know Who You're Working With? • NJ Judge Moves Fruit Snacks Class Action Across the River • Perrin's Food & Beverage Litigation Conference: A Look at Hospitality, Liquor and Food Liability • Welch Foods Wins Motion to Move Deceptive Marketing Case to New York • Genetics in Litigation • GMA Legal Conference 2017 • Strategic Use of Joint Defense Agreements in Litigation: Avoiding Disqualification and Privilege Waivers • Campbell Soup Attorney Dishes Out Food Law Expertise to Students • Fermentation and the First Amendment • ICSC U.S. Shopping Center Law Conference...

36 Publications

How the European Union's New General Data Protection Regulation Will Impact U.S. Business that Target EU Consumers • Product Liability Law & Strategy: Challenges to the Admissibility of Evidence in the "Omics" Era • Recent Equifax Breach Highlights the Importance of Enterprise Cybersecurity Planning • Avoiding the Hazards of Acquisition: Due Diligence in the Merger or Acquisition of a Product Manufacturer • New York Department of Financial Services to Soon Require Extensive Cyber Security Program • So You Want to Buy a Food Company? Mind the 3 Ps • The Four Commandments of Food Litigation • Minority Partners Risk Huge Losses When Wrongfully Dissolving a Partnership • How Food Companies Can Reduce Legal Costs • Electronic Cigarettes: Where There's Smoke, There's Litigation...

7 Honors & Awards

Chambers USA Ranking Leading Individual • Chambers USA Ranking Leading Individual • BTI Consulting's Client Service All-Star • Boris Kostelanez President's Medal • Ellen Glesby Cohen Leadership Award • Commercial Litigation Department of the Year Finalist • Inspirational Honoree

6 Organizations

New Jersey Litigant Reform Alliance • New York State Bar Association • New York State Bar Association • Product Liability Advisory Council, Inc. • Rutgers University Cancer Institute of New Jersey • Rutgers University New Jersey Institute for Food, Nutrition and Health

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Example

12 Publications

Second Circuit Reverses Copyright Fair Use Defense in "Hand of God" Case, but Affirms Dismissal on Standing Grounds

Oct 18, 2016 • NYS Bar Association EASL Section Blog

Blog discusses the 2d Circuit's reversal of a copyright fair use finding concerning the verbatim use of the famous Abbott & Costello "Who's on First?" comedy skit in the hit Broadway show "Hand of God." It examines how this important decision clarifies the limits of transformative use, cutting back on what had been viewed by many practitioners as an increasingly expanded application of that concept in fair use cases.

[See publication](#)

Street Art and VARA: The Intersection of Copyright and Real Estate

May 2016 • Art & Advocacy, Volume 22

The article analyzes the 5Pointz litigation and other recent cases involving street art under the Visual Artists Rights Act, and highlights issues real estate developers and owners need to be aware of when considering or allowing street art on their property, or purchasing property with existing street art.

[See publication](#)

'Transformation' of Fair Use Back to Its Section 107 Roots

Jan 20, 2015 • New York Law Journal

The article discusses how the 7th Circuit recently put the brakes on two decades of widespread judicial application of the "transformative use" test for assessing a fair use defense in copyright infringement cases. This significant decision is the first one known to reject transformative use, it may result in forum shopping, and it could potentially lead to a Supreme Court battle.

[See publication](#)

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Uploading articles/presentations

1. Prepare **pdf** versions of the articles you would like to include or ppt versions of the PowerPoint presentations. Save them with filename that helps to clearly identify the article.
2. Sign up for **SlideShare** (www.slideshare.com).
3. **Upload your articles** as pdf or presentations as pdf or PowerPoint.
4. Add full title, tags, choose category and add useful search terms or citation **in the description field**.
5. When completed all uploading — go to top right icon of person - **My Uploads**. Locate the item you want to load on LinkedIn. Right click on item and then select Copy link.

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Uploading articles/presentations (continued)

1. **Sign in** to LinkedIn (www.linkedin.com)
2. From menu bar — Profiles — **Edit Profile** then choose
 - a. Publications or
 - b. Background — Summary
I recommend Publications as Background Summary provides images and link to the full text while Publications provides citations and the link to the full text.
3. Click on **Add** (top right of Publications section or little rectangle in top right of Background - Summary section)
4. **Complete information** & Save
5. Go to top and click on **Done** editing button
6. **View item** - should have either "See publication" or a little right arrow at the end of the title which is the link to the full text. Click on the title to make sure that it opens

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Who and what you are following

Following

Influencers Companies Groups Schools



Marla Gottschalk, Ph.D. 
Industrial & Organizational Psychologist | Consultant
1,846,522 followers

Following

Influencers Companies Groups Schools



Credit Suisse
504,394 followers



LinkedIn
2,989,256 followers



Lee Hecht Harrison
52,840 followers



University of Missouri-Kansas City
64,680 followers

Following

Influencers Companies Groups Schools



NEW YORK CITY JOBS & CAREERS NETWORK
81,451 followers



The Official Toastmasters International Members Group
77,723 followers



Association of Legal Administrators
13,351 followers

Following

Influencers Companies Groups Schools



University of Missouri-Kansas City
58,197 followers



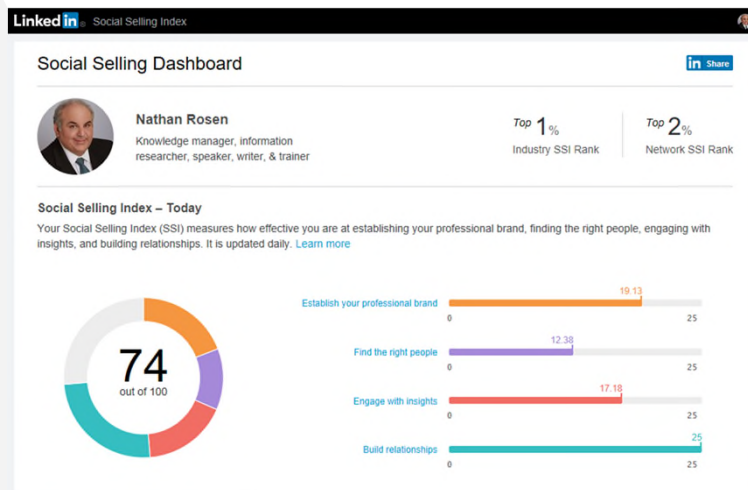
University of Missouri-Kansas City School of Law
5,154 followers



Cardozo School of Law
11,633 followers

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See how you are doing



Humorous value only

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Customize Settings

Nathan, you're the boss of your account.

Nathan Rosen 
Knowledge manager, information researcher, speaker, writer, & trainer
Member since June 12, 2007

1545 connections
Personal Plus

Site preferences

Language Select the language you use on LinkedIn	Change English
Autoplay videos Choose if you want videos to autoplay on your browser	Change Yes
Showing profile photos Choose whether to show or hide profile photos of other members	Change Everyone
Feed preferences Make your feed your own	Change
Name, location, and industry Choose how your name and other profile fields appear to other members	Change

Notifications

← On LinkedIn
Activity in your network
Activity that involves you
Invitations and messages
Jobs and opportunities
News and articles
Updates from your groups

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Settings – Key advanced topics



- Control what people know when you look at them
- Control who can see your email address
- Control who can see your connections
- Blocking, followers, & unfollowing
- Notifications
- Types of information
- Email frequency

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Examples

How others see your LinkedIn activity

Profile viewing options

Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile

Your name and headline



Nathan Rosen
Knowledge manager, information researcher, speaker, writer, & trainer
New York, New York | Information Services

Private profile characteristics



Consultant in the Libraries industry from Greater New York City Area

Private mode



Anonymous LinkedIn Member

Browsing Profiles in Private and Semi-Private Mode

When you view a profile in private mode, you'll appear in that person's Who's Viewed Your Profile section as **LinkedIn Member - This person is viewing profiles in private mode**. No other information about you will be shared with the member whose profile you viewed. When you browse in semi-private mode, your profile characteristics such as job title, company, school, and industry will be shown to the member you are viewing (for example, Consultant at State Farm, Someone at Accenture, or Student at Cornell University).

To change your browsing mode:

1. Click the Me icon at the top of your LinkedIn homepage.
2. Select **Settings & Privacy** from the dropdown.
3. Click the **Privacy** tab at the top of the page.
4. Under the **How others see your LinkedIn activity** section, click **Change** next to **Profile viewing options**.
5. Select the mode you'd like to browse in. You have three options:
 - Your name and headline
 - Private profile characteristics (i.e. job title and current company)
 - Private mode

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Example

Account

Privacy

Ads

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Who can see your email address

Choose who can see your email address on your profile

Who can see nathan.rosen@rcn.com on your profile?

☐ Only you
 ☒ 1st-degree connections
 ☐ 1st and 2nd-degree connections
 ☐ Everyone on LinkedIn

You can control what email address is your primary in your [email settings](#) and [learn more](#) about how your email address is visible to other members on LinkedIn.

Who can see your connections

Choose who can see your list of connections

Members will still be able to see connections who endorse you and connections they share with you. (Don't want your endorsements visible? Just choose to opt out) [Learn more](#)

Only you

Who can see your last name

Choose how you want your name to appear

Select how your last name will appear to others. Your full name is always visible to your connections.

Nathan Rosen

Knowledge manager, information researcher, speaker, writer, & trainer

Nathan R.

Knowledge manager, information researcher, speaker, writer, & trainer

(Hide your last name from people who aren't your connection)

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Example

Blocking and hiding

Followers

Choose who can follow you and see your public updates

Blocking

See your list, and make changes if you'd like

Unfollowed

See who you have unfollowed, and resume following if you'd like

Notifications on LinkedIn

You can control detailed settings for different types of notifications by clicking on the arrow below

Notifications on LinkedIn

Manage the alerts you receive in the Notifications tab

Email frequency

Choose what type of emails you wish to receive from LinkedIn. Please note that you cannot opt out of messages, such as payment, security, or legal notifications. You can also set detailed frequency preferences on the arrow next to each email type.

- ☒ Invitations and messages
- ☒ Jobs and opportunities
- ☒ Activity in your network
- ☒ Activity that involves you
- ☒ News and articles
- ☒ Updates from your groups
- ☒ Offers and tips from LinkedIn

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Connect to people you know



People you know

- School or work
- Personal interests
- Professional associations

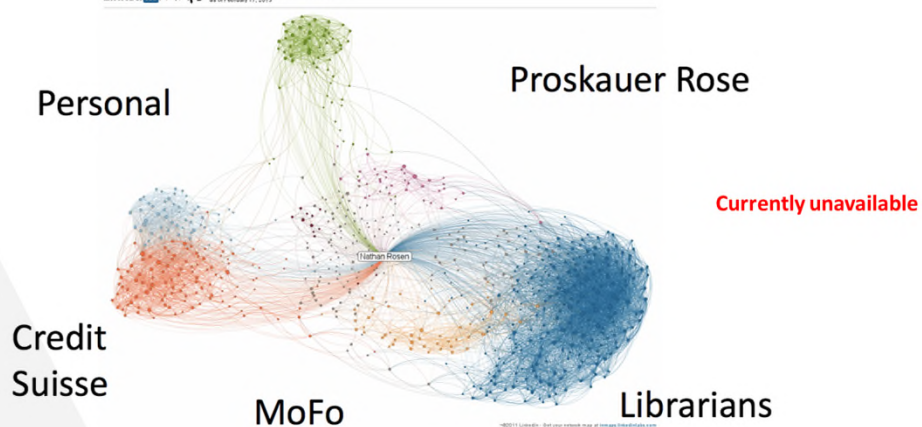


People you want to know

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Your developing web

LinkedIn Maps Nathan Rosen's Professional Network as of February 17, 2013

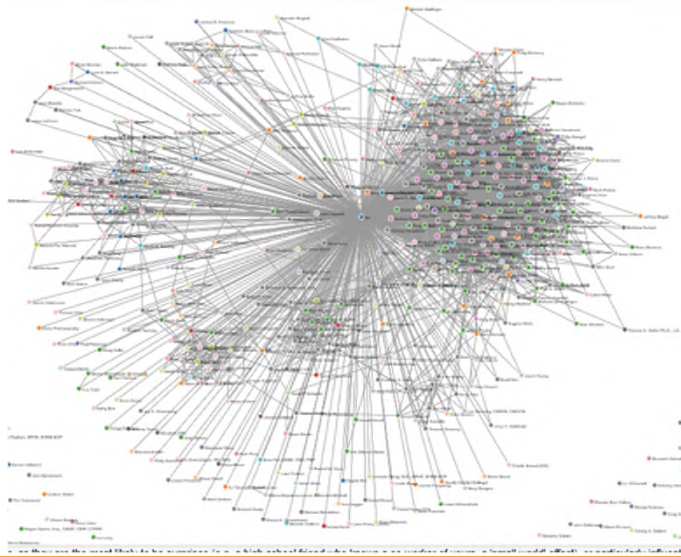


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Socilab

LinkedIn Network Visualization & Analysis

(www.socilab.com)



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<http://socilab.com/#about>

Your Network Metrics:

Below is a list of measures for your ego-centric network. The bar represents your percentile compared to other users. The percentiles are more informative than the raw values. Given that online networks are much larger and more dispersed than those reported in network surveys, the raw values appear to be very low, as these measures were initially calibrated for smaller networks. The computed value is displayed under the bar with a brief interpretation. Note: This tool is primarily for entertainment and educational purposes. We know that LinkedIn networks are only a subset of people's actual contacts, and that these links might not be as informative as other types of network data, so any inferences should be discounted appropriately.

• Absolute Size: 95.11%

499: This is the total number of contacts you have. It is not as informative as your unique (or "effective") ties. The quality of your network isn't just about the total number of people you know, but the information, opportunities, and social support they provide. These factors are correlated with the structure of the ties between your contacts, not just their raw number.

• Effective Size: 73.16%

437.2: This is the "effective size" of your network. Not every contact counts the same or adds the same value to your network. Some ties are "redundant" because you both know all of the same people. They are not necessarily giving you unique information. This measure controls for that fact and gives an estimate of the unique number of clusters you are connected to.

• Network Constraint: 74.26%

0.71₁₀₀: This is an index measure that describes the extent to which your network spans different groups (i.e. bridging structural holes) or is concentrated in one or two areas. As the number approaches 100, you are in a closed, or focused network. As it approaches 0, your network is more open/dispersed, indicating that you have more vision across social groups. Disconnected contacts may expose you to new information, but closure is required to develop a reputation or generate trust, among other things.

• Density: 71.92%

3.10₁₀₀: This is a percentage that represents the number of ties between your contacts divided by the total number of possible ties (i.e. how "dense" or closed your network is). As the number approaches 100, it means that all of your contacts know each other. As it approaches 0, it means all of your contacts are disconnected from each other. Having a closed network can be good or bad depending on the task and social environment.

• Hierarchy: 67.75%

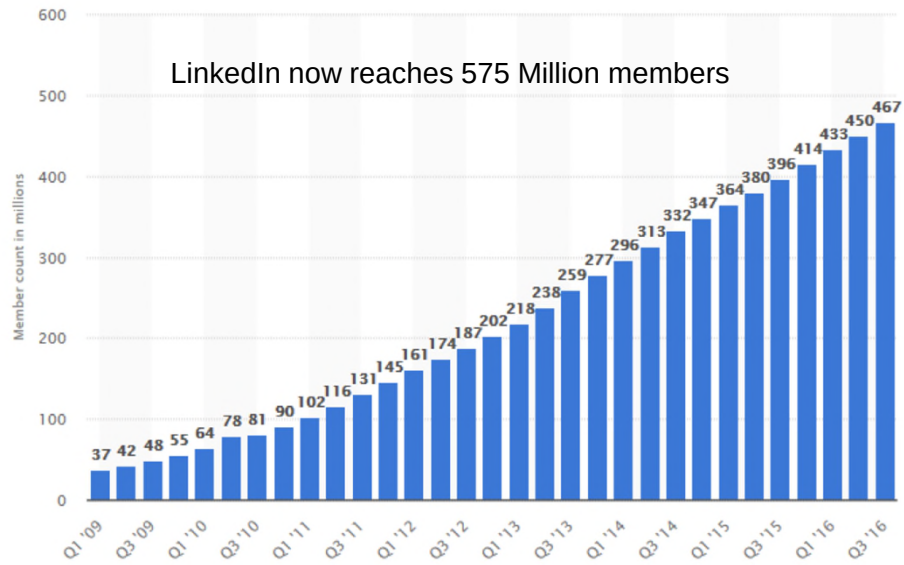
0.22₁₀₀: This number is a concentration index that represents how dependent you are on a few focal contacts. If all of your contacts know you through your boss or parent, then you have a "hierarchical" network, and are dependent on them. This can work well in situations where you are considered an "outsider" and need a strategic partner to get in the door, but is generally considered a handicap.

• Betweenness: 74.70%

112652.0: This number represents the number of structural holes, or bridging opportunities, to which you have exclusive access. You have exclusive access to a structural hole if you lie on the shortest path between two contacts in your network. If others in your network lie on an equidistant path between the two contacts, then you each own a proportional amount. This number is typically quite large, and is presented in raw form in order to emphasize the opportunities you have to move information between people in your network who don't know each other.

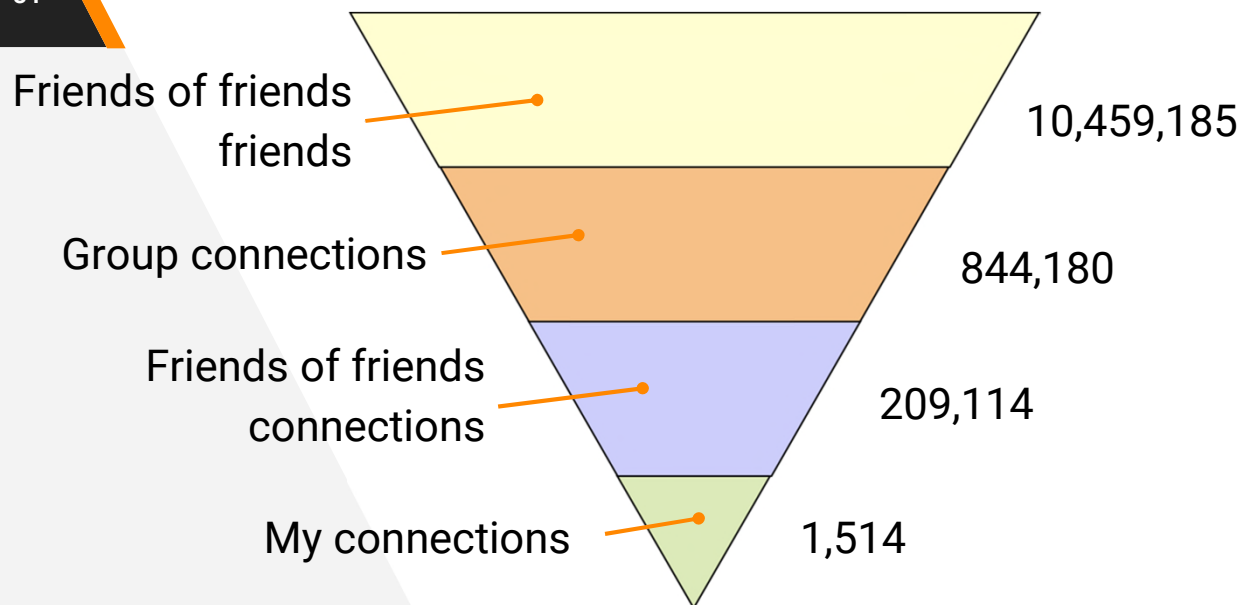
<http://socilab.com/#about>

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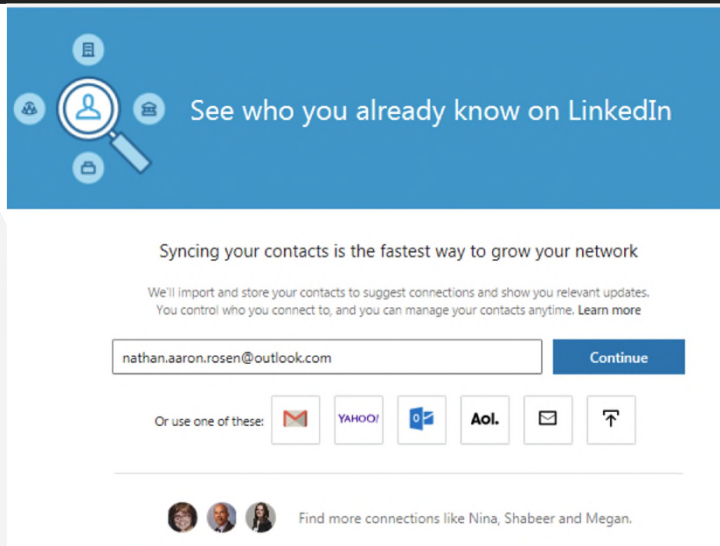
Millions of LinkedIn Members (2009 - 2016)

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Reach out and connect



The image shows a screenshot of the LinkedIn 'See who you already know' interface. At the top, there's a blue banner with a magnifying glass icon over a person icon and the text 'See who you already know on LinkedIn'. Below this, a message states: 'Syncing your contacts is the fastest way to grow your network. We'll import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can manage your contacts anytime. [Learn more](#)'. A text input field contains the email 'nathan.aaron.rosen@outlook.com' and a blue 'Continue' button. Below the input field, it says 'Or use one of these:' followed by icons for Gmail, Yahoo!, Outlook, AOL, and two generic email icons. At the bottom, there are three profile picture icons and the text 'Find more connections like Nina, Shabeer and Megan.'

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WARNING - Areas of possible problems

- Is the person you want to connect to a possible problem?
- Is your current representation an issue regarding LinkedIn connecting?

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References

- ▶ Can invite others to view your profile being mindful of traditional ethical restrictions relating to solicitation. Guideline 1.C - New York State Bar Association Commercial & Federal Litigation Sections, Social Media Ethics Guidelines (May 11, 2017)
- ▶ No contacting represented person to gain access to restricted/private part of their profile but can request person of unrepresented person as long as use full name and accurate profile. New York State Bar Association Commercial & Federal Litigation Sections, Social Media Ethics Guidelines (May 11, 2017)
- ▶ Care to protect attorney's clients via access to your LinkedIn connections. DC Bar Ethics Opinion 370: Social Media I: Marketing and Personal Use (Nov 2016)

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Personalize your request

5 Ps

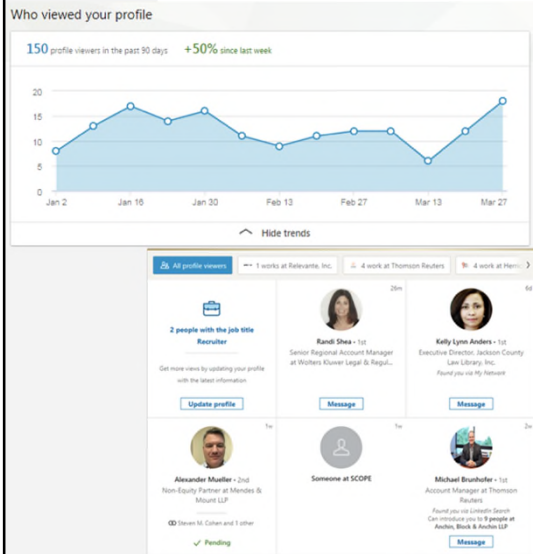
- ▶ Polite
- ▶ Pertinent
- ▶ Personalized
- ▶ Professional
- ▶ Praiseful

The screenshot shows a dialog box titled "You can customize this invitation" with a close button (X) in the top right corner. Below the title, it says "Include a personal message (optional):". There is a text input field with a placeholder text "Ex: We know each other from...". To the right of the input field, there is a character count "300" with a downward arrow. At the bottom of the dialog, there are two buttons: "Cancel" and "Send invitation".

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Profile

Postings/ Updates



Your image posted on April 17, 2018 (2 comments, 26 likes)

338 views

8 people from Credit Suisse viewed your post	25 people who have the title Lawyer viewed your post	155 people viewed your post from Greater New York City Area
Herrick, Feinstein LLP 19	Salesperson 15	Washington D.C. Metro Area 8
Thomson Reuters 6	Partner 12	Greater Philadelphia Area 6
LAC Group 6	Librarian / Archivist 10	San Francisco Bay Area 5
Morrison & Foerster LLP 6	Research Analyst 10	Greater Los Angeles Area 3
Citi 4	Business / Corporate Strategist 7	London, United Kingdom 3
Proskauer Rose LLP 4	Consultant 6	Greater Chicago Area 3
Dechert LLP 4	Administrative Employee 5	

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Increase quality of profile



- Skills, endorsements, & recommendations



- Contribute



- Congratulate

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Skills & Endorsements

Corporate Governance - 84
Endorsed by Kathleen Delano and 4 others who are highly skilled at this
Endorsed by 16 of Morris' colleagues at Crowell & Moring LLP

Corporate Law - 73
Endorsed by Randel R. Young and 4 others who are highly skilled at this
Endorsed by 14 of Morris' colleagues at Crowell & Moring LLP

Joint Ventures - 64
Endorsed by Randel R. Young and 1 other who is highly skilled at this
Endorsed by 13 of Morris' colleagues at Crowell & Moring LLP

Industry Knowledge

Mergers & Acquisitions - 59	Private Equity - 40
Commercial Litigation - 27	International Law - 26
Securities - 22	Legal Advice - 20
Intellectual Property - 19	Litigation - 15
Capital Markets - 15	Cross-border Transactions - 15
Securities Regulation - 14	Trade Secrets - 8
Competition Law - 4	Class Actions - 3

Interpersonal Skills

Dispute Resolution - 14	Arbitration - 12
--------------------------------	-------------------------

Other Skills

IPO - 13	Securities Litigation - 4
-----------------	----------------------------------

99+ gold standard

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Endorsing and Recommending

Recommending

1. This acts as a **reference** and can emphasize the things you are best at doing
2. Helps to build your validity with your prospects at a faster rate.
3. You have the ability to approve it before it is published to your profile

1. Be careful of quality over quantity.
2. Beware of proper recommendation etiquette: Give before you receive.
3. If you solicit recommendations, you have the potential of offending those contacts.

Endorsing

1. Endorsements can lead to the appearance that you are an expert in one or more areas.
2. Contacts can either endorse you on existing skills or recommend new skills for you to add.
3. The more you are endorsed for a particular quality the more likely you are to come up in related searches.

1. Endorsements do not require an explanation or examples.
2. Anyone can endorse you for any skill and the skills might not relate to your current role or target market.
3. If you are endorsed there may be an expectation that you endorse back.

43

WARNING – Areas of possible problems



- Is listing skills a problem?



- Is allowing skills supplied by others to appear a problem?



- Is giving a recommendation a problem?



- Is receiving a recommendation a problem?



- Is allowing the recommendation to appear a problem?

44

References

- ▶ Luckily for all of us LinkedIn changed the field name in 2013 from Specialties, which was problematic on its face as violating the rule prohibiting stating an area of specialization; then in January 2014 changed from Skills & Expertise to Skills & Endorsements.
- ▶ List of skills or displaying endorsements without more does not constitute attorney advertising New York City Bar Committee on Professional Ethics Opinion 2015-7 (Dec 2015)
- ▶ Philadelphia Bar Association Professional Guidance Committee Opinion 2012-8 concluded ok to list under Skills/Expertise however not under sub-categories which indicate that they are an expert in a particular practice area.
- ▶ New York County Lawyers Association 2015 Opinion 748 concluded that must treat profile as attorney advertising and include appropriate disclaimers. But New York City Bar Committee on Professional Ethics Opinion 2015-7 (Dec 2015) differs sharply and requires more to be considered advertisement that just inclusion of endorsements and would need to relate to lawyer's legal services as compared to writing/public speaking.

45

New York State Bar Association Commercial & Federal Litigation Sections, Social Media Ethics Guidelines (May 11, 2017)

- ▶ Guidelines indicated that claiming certain skills require disclaimer even if skills are from those listed by LinkedIn because they constitute a statement “characterizing the quality of the lawyer’s services” But NYCBA opinion states merely listing skills, displays endorsement/recommendations, and areas of practice without more, it does not constitute attorney advertising.
- ▶ Guideline 2.B – prohibited use of term specialist – can’t include areas of practice that include term specialist. LinkedIn changed the heading to remove “Specialties” care must be taken to avoid claim of specialist. But listing of skills and practice areas under heading of Experience/Skills does not constitute by itself being a specialist.
- ▶ Guideline No. 2.C – responsible for posting by others if appears on their profile so must monitor and hide/remove content if violates the rules.
- ▶ Guideline No. 2.D – endorsements. Can’t allow misleading endorsements or skills/expertise to remain on profile as that is tantamount to accepting the endorsement.

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- ▶ Allows endorsements but must control them by reviewing and confirming their accuracy periodically at reasonable intervals. New York County Lawyers Association 2015 Opinion 748 (March 10 2015)
- ▶ DC Bar Ethics Opinion 370: Social Media I: Marketing and Personal Use (Nov 2016) allows for client reviews but attorney must monitor, verify the accuracy, and correct/remove inaccurate information. Allows for skills and areas of practice.
- ▶ South Carolina Ethics Advisory Opinion 09-10 allowed endorsements on social media but have to control them as you are responsible for the content and should include appropriate disclaimer.

47

Getting Recommendations

Ask Mordechai to recommend you

Help us personalize your request

How do you know Mordechai?

Relationship

Select relationship

Position at the time

Select your position at the time

Next

Ask Mordechai to recommend you

Include a personalized message with your request



Mordechai Rosen

Mordechai worked with you but at different companies

Hi Mordechai, can you write me a recommendation?

Send

48

Writing Recommendations

Humorous value only

www.emdprser.org
currently not working

The screenshot shows the 'endorser' website. The header includes the logo and navigation links: Endorser, Downloads, Tech blogs, and About. Below the header, there are two columns of links. The left column has links for Polish (Allegro, opinię o współpracownikach, tytuł filmu, przemówienie, życzeń) and English (Recommend on LinkedIn, feedback for eBay). The right column contains a form for writing an endorsement. The form fields are: Name of endorsed person (Nathan Rosen), Gender (male), Company (Dechert), and Flavor of profession (IT, generic, librarian). Below the form is a button labeled 'Endorsement'. To the left of the form, there is a section titled 'Your endorsement is:' followed by a text area containing a humorous recommendation for Nathan Rosen. Below the text area is a button labeled 'Report error/mistake'. At the bottom left, there is a Facebook social plugin showing 369 people who like endorser.org.

49

Recommendations

Received (7)

Given (3)

Kelly-Marie Mingo

December 15, 2017, Kelly-Marie reported directly to Andrea B.

Henry Citone

February 25, 2018, Henry worked with Andrea B. in different groups

Elliott Baldeon

September 6, 2018, Elliott reported directly to Andrea B.

Cira Pizzarello

August 1, 2018, Cira was senior to Andrea B. but didn't manage directly

Horette Grant

July 12, 2018, Horette reported directly to Andrea B.

Jannise Markland

April 24, 2018, Jannise worked with Andrea B. in different groups

Chris Janak

March 26, 2018, Chris managed Andrea B. directly

Andrea is diligent and analytical in all work she provides. As a manager she is readily accessible and is always available when needed.

Andrea is simply the best Legal Technology person I have ever encountered. As I witnessed first hand numerous times, she gets the job done no matter what.

I am very pleased to write this recommendation on behalf of Andrea Wobster. During the 2 years that I reported to her, Andrea proved herself to be an exceptionally talented team leader. She always demonstrated a professional and friendly work demeanor; paralegals, attorneys or anyone who needed the team's assistance always felt comfortable going to her. Andrea knew how to motivate the team to give their best. I remember my team leader also as a co-worker, assisting me when I needed an extra hand working on large projects. I feel quite confident that she would be an asset to any organization where she can demonstrate her excellent team leadership and project management skills.

I always found Andrea to be very knowledgeable and helpful. She is a hard worker and dependable. I always felt comfortable going to her with questions/problems as I knew she would help in any way she could.

Andrea is extremely organized, efficient and experienced manager who has the capabilities to motivate a team to always give a 100 percent. Andrea has a professional and friendly work demeanor and is an overall pleasure to work with. I am very confident in recommending Andrea for any position that she wishes to pursue, she will be a valuable asset to any organization.

Andrea Wobster was a wonderful, warm-hearted supervisor at ELWH LLP. She maintained a staff of over 10 Litigation Paralegals. Whenever guidance was requested, Andrea was there to assist paralegals during some of the most stressful times.

Andrea possesses a unique ability to communicate technical concepts to non-technical people and to facilitate effective use of resources in the service of high level project goals. She is skilled at breaking projects into relevant milestones, setting and managing realistic and satisfactory expectations, and in achieving great outcomes by listening to others and conveying her understanding to her ultimate client(s). A pleasure to work with - a highly professional, skilled individual.

Possible practical trap

Cross - recommendations

Recommendations

Received (7)

Given (3)

Kelly-Marie Mingo

December 15, 2017, Andrea B. managed Kelly-Marie directly

Chris Janak

October 1, 2018, Andrea B. reported directly to Chris

Jannise Markland

April 24, 2018, Andrea B. worked with Jannise in different groups

Kelly-Marie is an extremely detailed oriented paralegal. She functions well under pressure and understands the litigation life cycle. Kelly-Marie is also tech savvy. It was a pleasure to have her on my team and would hire again in an instance.

Chris is the best manager anyone can work for; he served as a great role model and mentor to his staff and treated everyone with the utmost respect. The Practice Support Department at Kelley Drye & Warren LLP wouldn't be where it is today without Chris laying the foundation for it. Chris has infinite thorough knowledge of E-Discovery/Litigation Support process one and all would benefit by working with him and/or for him.

Jannise has the character to teach any and everyone with ease. Her communications skills combined with her training ability makes her valuable asset to any company.

50

Contribute



- Give to get



- Comment on news, decisions, & articles



- Share insights from your work

51

Update your status & contribute

Give to get!

Nathan Rosen

Interesting 8 page report by Toby Brown (Strategic Pricing at Akin Gump) about the state of legal pricing in 2013. Toby attempts to describe from a higher vantage point the chaotic situation we all find ourselves. This is a useful and informative article well worth reading.



The State of Legal Pricing 2013 - by Toby Brown

scribd.com · The State of Legal Pricing 2013 - by Toby Brown The first and most obvious line of attack for in-house legal departments to reduce legal spend was to request discounts. In recent years, many have significantly increased pressure on their outside...

Like · Comment · Share · 4 minutes ago

Nathan Rosen

Used to hate getting up extra early but found the morning time to be the most productive and so have been getting up earlier and earlier. It has been most effective in permitting me to get more done with my day.



No Time for Something Important to You? Try Getting Up Earlier

linkedin.com · Of all the changes in my daily routine wrought by my happiness project, one of the most fundamental is that I get up at 6:00 a.m., every day. And I get up at 6:00 a.m. every day, even on weekends...

Like · Comment · Share · 2 hours ago

Nathan Rosen via Robyn Rebello

Very interesting article - worthwhile reading for all managers.



Connect, Then Lead

hbr.org · Business management magazine, blogs, case studies, articles, books, and webinars from Harvard Business Review, addressing today's topics and challenges in business management.

Like · Comment · Share · 3 hours ago

Nathan Rosen

For the legal community LinkedIn seems to be recognized as by far the most popular business social network. See interesting infographic by Wlshpond.



LinkedIn Takes Top Place in Social Media for Lawyers - ...
lawmarketing.com · LinkedIn Takes Top Place in Social Media for...

Like · Comment · Share · 3 hours ago

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WARNING - Areas of possible problems



- Is the content posted a problem?
- Is the content providing legal advice?
- Is the content provided soliciting clients?

53

References

- ▶ New York State Bar Association Commercial & Federal Litigation Sections, Social Media Ethics Guidelines (May 11, 2017)
 - ▶ Guideline No. 2.E – positional conflicts. Avoid communicating positions on issues or legal developments that are inconsistent with those advanced on behalf of your clients or clients of the firm. See D.C. Bar Ethics Opinion 370 on Social Media I: Marketing and Personal Use (Nov. 2016).
 - ▶ Guideline 3.A – General information but no specific advice as do not want to create attorney-client relationship.
 - ▶ Guideline 3.B – Avoid live communication public solicitation
- ▶ Topical newsletters, client alerts, or blogs intended to educate about new developments not considered advertising but if provides information primarily about the lawyer or law firm then considered advertising.
- ▶ State Bar of California Standing Committee on Professional Responsibility and Conduct Formal Opinion 2012-186 posting of published articles itself is not communications considered attorney advertising. Opinion goes on to describe a number of situations where the communications on the social media site goes beyond to be considered attorney advertising.
- ▶ Might be advertising if lawyer forwards or disseminates a positive article written by others. But not if it simply described charitable activities or educational works. Educational programs are not attorney advertising unless go over and participants encouraged to retain lawyer.

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Nathan Rosen
Knowledge manager, information researcher, speaker, writer, & trainer
1mo

DuckDuckGo - interesting and sometimes useful alternative to Google.

Arthur Weiss • 1st
Arthur Weiss is a top business / marketing trainer & the managing director of A...
1mo

Why should I use DuckDuckGo instead of Google? - Quora
<https://bit.ly/2fKGkKk>

Why should I use DuckDuckGo instead of Google?
quora.com

3 Likes · 2 Comments

Like Comment

191 views of your post in the feed

Nathan Rosen
Knowledge manager, information researcher, speaker, writer, & trainer
1mo

Wayback Machine - 2nd Circuit Court of Appeals allows into evidence screen captures

Court Allows Admissions of Wayback Machine Screenshots as Evidence - Pesach "Pace" Lattin
pacdm.com

2 Likes · 1 Comment

Like Comment

142 views of your post in the feed

Nathan Rosen
Knowledge manager, information researcher, speaker, writer, & trainer
1d

Hiding Contractual Provisions in Documents That Don't Look, Feel, or Smell Like Contracts - interesting Lexis Practice Advisor Journal article.
Takeaway - "If the contractual provision is inserted in a document or a w...see more

Hiding Contractual Provisions in Documents that Don't Look, Feel or Smell Like Contracts
lexisnexis.com

3 Likes

Like Comment

97 views of your post in the feed

55

Congratulate



- Recognize successes



- Applaud accomplishments



- Cheer milestones

56

LinkedIn as a research tool



Companies



Current
Employees



Past
Employees



Individuals

57

Learn about a company

Herrick, Feinstein LLP
Law Practice • 1,437 followers
92 connections work here. See all 295 employees on LinkedIn →
Following See jobs

About us
Herrick provides a full range of legal services to businesses and individuals around the world — including art law, bankruptcy and business reorganization, commercial litigation, corporate law, employment law, government relations, insurance, intellectual property, real estate, sports law, and tax and personal planning.

Recent update
See all
Ocasio-Cortez win strikingly like a 1972 v...
ny1.com

Total employee count
Based on LinkedIn data. Excludes subsidiaries.
286 total employees
400
200
Jul 2016 Jan 2017 Jul 2017 Jan 2018 Jul 2018
Average tenure: 10.8 years
0% 6m growth 4% 1y growth 11% 2y growth

Facebook Post:
Daniel Elia
Partner at Herrick, Feinstein LLP
Herrick, Feinstein LLP
This weekend, Luffy goes for the triple crown, as our client NYRA hosts the 150th annual Belmont Stakes. Click through to see what history says about Luffy's chances, insights on legalized sports betting, an invite to a c... see more
Sports Law Update | Sports | Herrick, Feinstein LLP
Like Comment Share

Facebook Post:
Eugene Tracey
Business Development Manager (2025 Marketing) / New York City
I'm lucky to work with **Balinda Schwartz** and **Michelle Karley** everyday. Many congratulations to our entire **Herrick, Feinstein LLP** team!
Herrick, Feinstein LLP
The latest edition of Chambers USA is out, and our real estate, New Jersey litigation and sports law practices are once again ranked for excellence. Our lawyers **Beth Kolner** (sports), **Michelle Karley** (banking), **Ronald**... see more
Like Comment Share

58

Find people by searching

LinkedIn Search Interface:
in Search
Home My Network
People Locations Connections Current companies All Filters

Locations Filter:
Add a filter
☐ United States
☐ Greater New York City Area
☐ United Kingdom
☐ India
☐ London, United Kingdom

Connections Filter:
Add a filter
☐ 1st
☐ 2nd
☐ 3rd+

Current companies Filter:
Add a filter
☐ EY
☐ Credit Suisse
☐ Thomson Reuters
☐ Amazon
☐ LexisNexis

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Advanced search

All people filters

First name 	Company 	Connections ☐ 1st ☐ 2nd ☐ 3rd+
Last name 	School 	
Title 		
Connections of 	Locations 	Current companies
	☐ United States ☐ Greater New York City Area ☐ United Kingdom ☐ India ☐ London, United Kingdom	☐ Thomson Reuters ☐ LexisNexis ☐ Amazon ☐ EY ☐ Credit Suisse
Past companies 	Industries 	Profile language ☐ English ☐ Spanish ☐ French ☐ Portuguese ☐ Italian
☐ Thomson Reuters ☐ Credit Suisse ☐ IBM ☐ Citi ☐ PwC	☐ Information Services ☐ Law Practice ☐ Legal Services ☐ Staffing and Recruiting ☐ Financial Services	
Nonprofit interests ☐ Skilled Volunteering ☐ Board Service	Schools 	
	☐ Columbia University in the City of New York	

60



Current employees at target
that you know about

Showing 4 results

- Janet Siegel** • 1st
Program Attorney at Practising Law Institute
Greater New York City Area
Current: Program attorney at Practising Law Institute
 10 shared connections
- Alexa Robertson** • 1st
Director, Library Relations & Electronic Publishing at Practising Law Institute
Greater New York City Area
Current: I lead a very dynamic... to develop the PLI...
 102 shared connections
- Pierre Gentin** • 1st
Cahill Gordon & Reindel LLP; Wharton School of Business
Greater New York City Area
Current: Trustee; Co-Chair, Nominating and Governance Committee at Practising Law Institute (PLI)
 108 shared connections
- Richard Reiben** • 1st
Senior Director, Membership Sales at Practising Law Institute (PLI)
Greater New York City Area
 65 shared connections



Ex-employees at target that you
know about

Showing 9 results

- Allison Grillo** • 1st
Library Assistant and Researcher at LAC Group – On-Site at Herrick, Feinstein LLP
Greater New York City Area
 8 shared connections
- Elisa Cho** • 1st
News Editor, Research
Greater New York City Area
 14 shared connections

61

WARNING – Areas of possible problems



- Is looking at the person's LinkedIn profile a possible problem?



- Can you look at their profile and not let them know you have looked at their profile?

62

References

- ▶ Allowed lawyer access to public pages of social media as long as not employ deception or friend them. New York State Bar Association Committee on Professional Ethics, Formal Opinion 843 (Sept 10 2010) See also Oregon Formal Opinion NO 2013-189 (Feb. 2013).
- ▶ Can research prospective or sitting juror if no communication (initiated or automatic). See ABA Formal Opinion 466 (April 24, 2014) is more liberal as automatic noticing by the site is not considered to be communication. See also Colorado Bar Associations Ethics Committee Formal Opinion 127 (Nov. 2015).
- ▶ New York State Bar Association Commercial & Federal Litigation Sections, Social Media Ethics Guidelines (May 11, 2017).
 - ▶ UNCLEAR whether represented party's receipt of an automatic notification from social media platform constitutes an impermissible communication but might be based upon the opinions addressing jurors if attorney is aware that the person would receive such message or notification.

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Next steps

- ▶ **Complete your profile** – carefully and accurately
- ▶ Include a current **photo** – cropped headshot is best with a smile.
- ▶ Write a **professional summary** – Your headline at the top is important. Highlight experience.
- ▶ Look around to **see what others in your field** are doing.
- ▶ Include **Keywords & Skills** - Use words for which you want to be found and show up in search results.
- ▶ **Contact Settings** – List your availability: career opportunities, consulting offers, new ventures, job inquiries, and reference requests.

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Next steps

- ▶ **Website Links** – Link to Twitter, a personal blog, other social network profiles.
- ▶ **Personal URL** – Pick something you want to live with and include it in email signature.
- ▶ **Grow your Network!** – Find connections, fellow employees at previous employment, current coworkers, friends & members of all organizations that you are connected to.
- ▶ Consider **recommendations & add skills** – Weigh the pros vs cons. Consider waiting until more comfortable with LinkedIn.
- ▶ **Invest time every week** – Build & maintain network. GIVE TO GET! Keep at it.

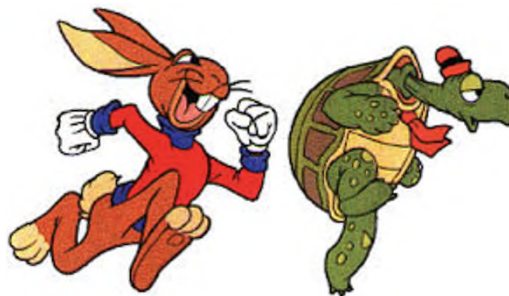
65

New York State Bar Association Commercial & Federal Litigation Sections, Social Media Ethics Guidelines (May 11, 2017).

- ▶ Guideline 4.A – Acceptable to view public portion of a person's website, profile or posts as they have little expectation of privacy.
- ▶ Guideline 4.B – Contacting person to view restricted portion of profile. Must use full name and accurate profile. In NY you can not use deception but do not have to initially disclose the reason for request. But other states differ and may require additional information which must be provided or withdraw the request.
- ▶ Guideline 4.C – Contacted represented party or viewing restricted profiles. Rules different for represented party and so basically can't do so with express consent.
- ▶ Guideline 4.D – Use of agents to contact represented party. Lawyer cannot order or direct an agent to engage in specific conduct that if the attorney did would violate ethics rules.
- ▶ Guideline No 6.A – Juror/prospective juror researching allowed
- ▶ Guideline No 6.B – No communication with juror/prospective juror allowed because of viewing profile. Even inadvertent contact caused by automatic notice may be considered a technical ethics violation. BUT ABA Formal Opinion 466 goes the other way and indicated that it is NOT a communication if the juror/potential juror becomes aware that lawyer is reviewing profile. BUT NY guidance suggests that research should be done in a way that does not leave any footprint or notify the juror that they have been viewing their profile.
- ▶ Guideline No 6.C – Can't use deceit to review social media of juror/prospective juror
- ▶ Guideline No 6.D – No communication by lawyer during trial via the social media of juror/prospective juror

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Commit to daily progress



Never forget that you have to always be careful & ever vigilant to proactively manage what is being said online.

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LinkedIn for Lawyers

What you need to know now



Nathan Aaron Rosen

October 17, 2018